

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|---|---|------------------|---------|------------------|
| L1 | 4 | ((("6,118,427") or ("5,424,945")).PN. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2005/03/22 15:24 |
| L2 | 6 | ((("6,118,427") or ("5,424,945") or ("5,331,969,")).PN. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2005/03/22 15:25 |
| L3 | 2 | ("5052401").PN. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2005/03/22 15:26 |
| L4 | 2 | ("4647964").PN. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2005/03/22 15:28 |
| L5 | 2 | ("5676138").PN. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2005/03/22 15:28 |
| S1 | 5912 | advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$) | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/22 15:22 |
| S2 | 61 | (advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group" | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:37 |
| S3 | 21 | ((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and (grid or matrix) | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:38 |
| S4 | 0 | ((((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and (grid or matrix)) and transpar\$ | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:38 |
| S5 | 12 | ((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and transpar\$ | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:50 |

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|-----|--------|---|--|----|-----|------------------|
| S6 | 1548 | (advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and transpar\$ | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:39 |
| S7 | 1547 | (advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and transparens\$ | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:40 |
| S8 | 685 | ((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and transparens\$) and (grid or matrix) | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:40 |
| S9 | 335 | ((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and transparens\$) and (grid or matrix)) and evaluat\$ | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:43 |
| S10 | 2 | ("5,424,945").PN. | USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2004/03/01 17:43 |
| S11 | 40 | ((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and (transpar\$ or translucent or opaque or clear) | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:52 |
| S12 | 2 | ((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and (transparent or translucent) | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:57 |
| S13 | 74 | advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$) and measure and cognitive | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/01 17:56 |
| S14 | 41 | (advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$) and measure and cognitive) and (transparent or translucent) | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/02 15:44 |
| S15 | 6 | ((("4,873,643") or ("4,800,510") or ("5,111,392"))).PN. | USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2004/03/02 15:47 |
| S16 | 674813 | Translucent ot transparent | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/02 15:47 |

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|-----|-------|---|--|----|----|------------------|
| S17 | 25258 | (Translucent ot transparent) and graphic | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/02 15:47 |
| S18 | 94185 | Translucent ot transparent SAME graphic | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/02 15:47 |
| S19 | 5279 | (Translucent ot transparent) SAME graphic | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/02 15:48 |
| S20 | 1845 | ((Translucent ot transparent) SAME graphic) and (reaction or response) | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/02 15:48 |
| S21 | 25 | ((((Translucent ot transparent) SAME graphic) and (reaction or response)) and psychological | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/02 15:48 |
| S22 | 123 | "expense reports" | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/03 16:36 |
| S23 | 24 | "expense reports" and computer and wireless | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/03 16:31 |
| S24 | 123 | expense adj report | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2004/03/03 16:36 |